



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

9401 Journey's End Road Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure 9401 Journey's End Road

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 9401 Journey's End Road development project.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Coral Gables, FL.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

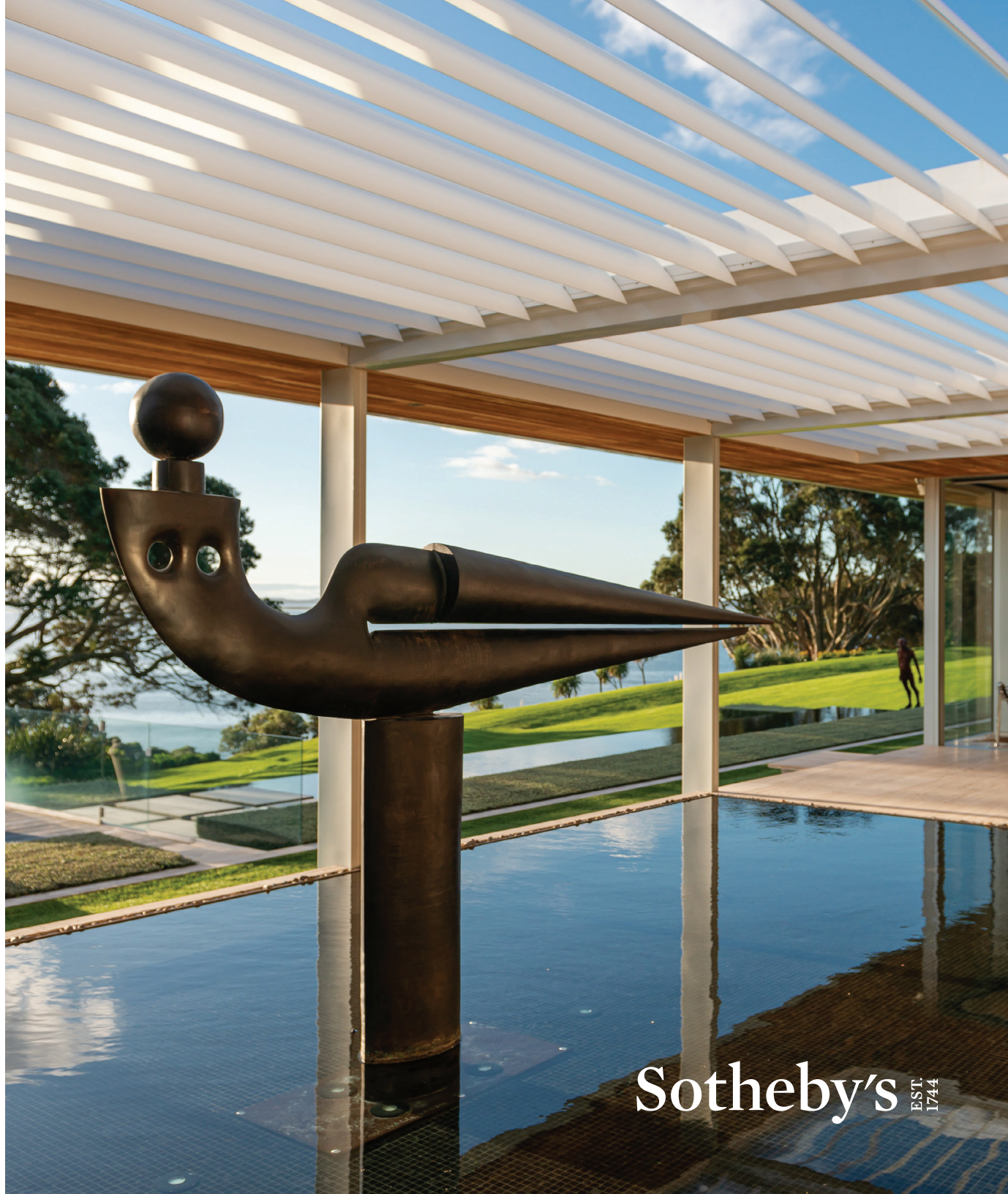
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

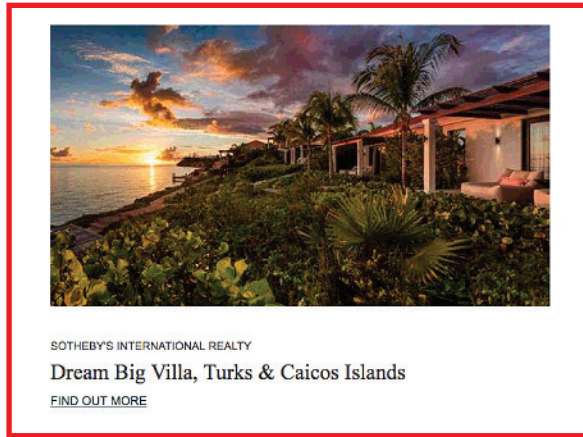
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

New York, California, Florida, Illinois, Connecticut

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **9401 Journey's End Road**
- Flight Dates: **August 2023 - October 2023**
- Impressions: **3,000,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

TARGET MARKETS

Miami, New York City, Greenwich, Chicago

INVESTOR'S BUSINESS DAILY®

**Bloomberg
Markets**



THE WALL STREET JOURNAL.

BARRON'S

Forbes



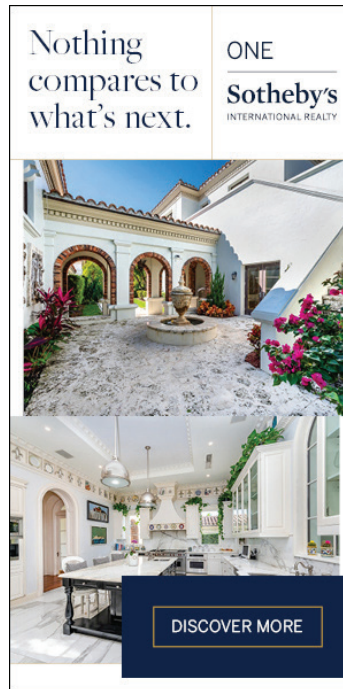
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

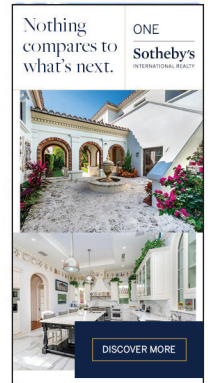
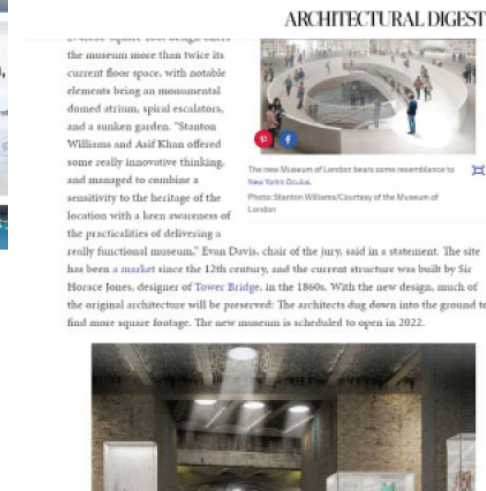
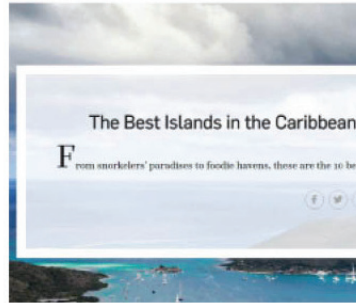
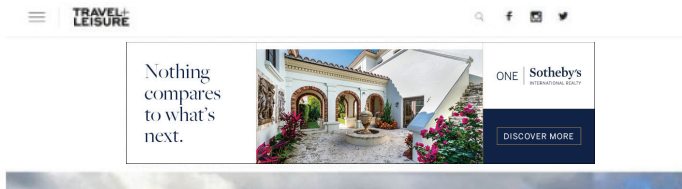
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

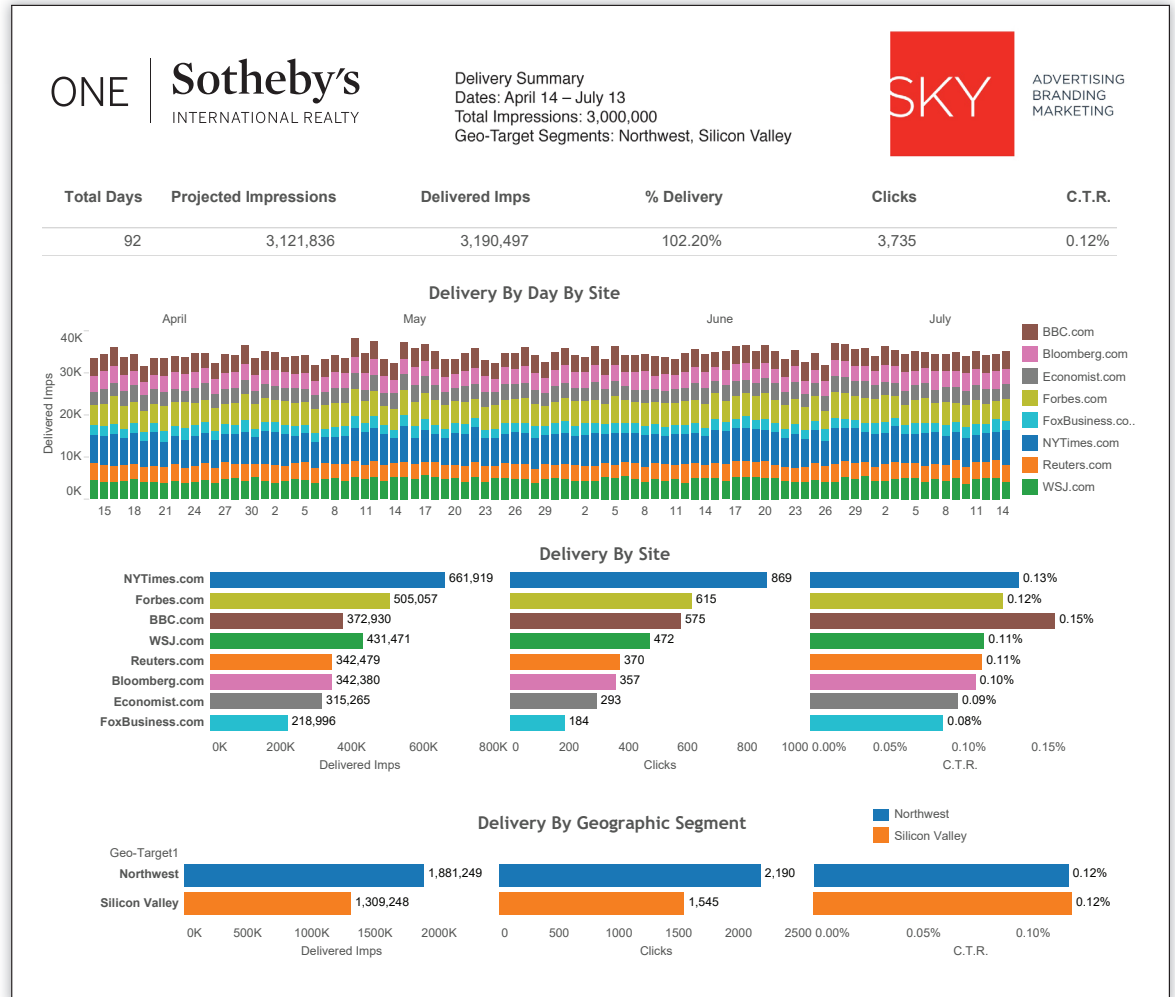


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Miami, New York City, Greenwich, Chicago.

The programs are scheduled to start on August 1st and run for three months and deliver an estimated 3,000,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Miami area luxury real estate and living in New York City, Greenwich, Chicago.
- An in-market segment, that will allow us to show banners to adults who are actively searching residential real estate and living in Miami.

SITE SPECIFIC

This segment consists of premium global business, finance websites such as WSJ.com, Barrons.com, Forbes.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

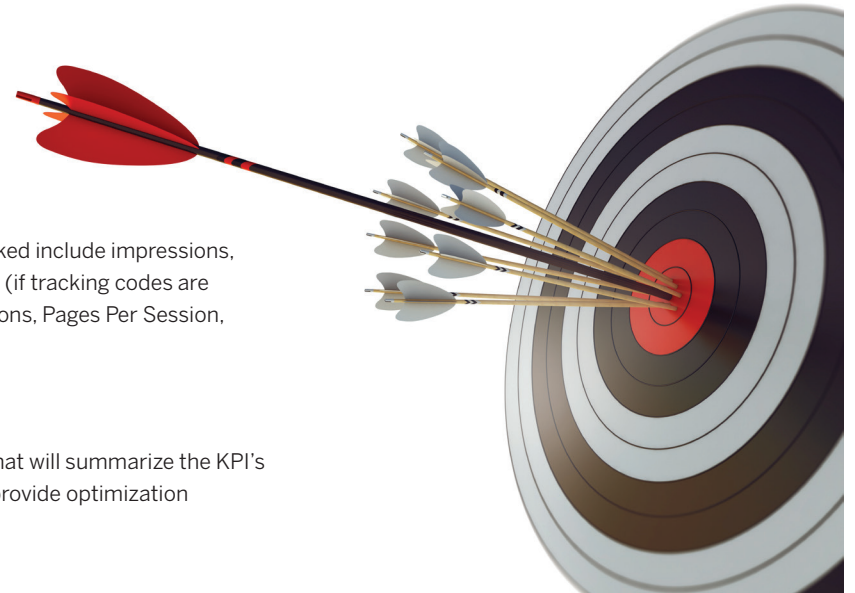
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



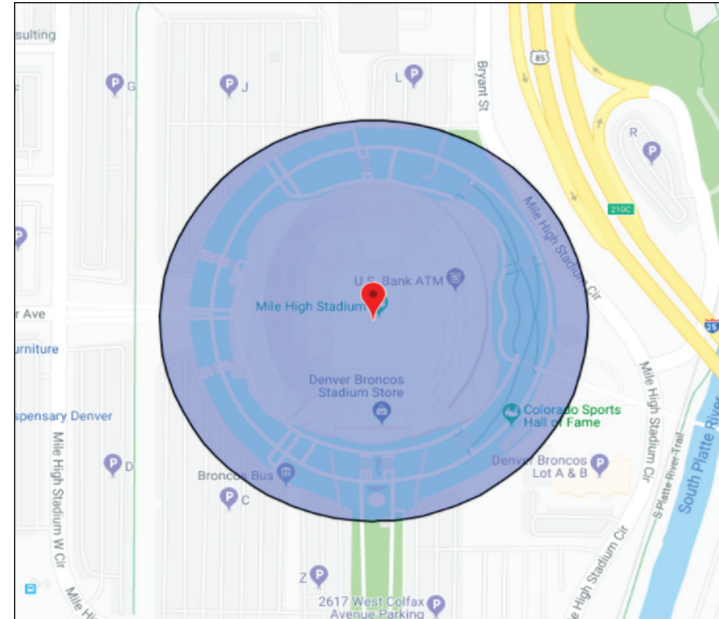
Impressions Scheduling

		ONE SIR -9401 Journey's End Road													
Media	Geo-Target	August					September				October			Impressions	
		01	08	15	22	29	05	12	19	26	03	10	17		24
Forbes.com	Miami, New York City, Greenwich, Chicago														1,350,000
Bloomberg.com															
Investors.com															
Barrons.com															
Reuters.com															
CNBC.com															
WSJ.com															
Custom Intent - Miami Luxury Real Estate	Miami, New York City, Greenwich, Chicago														975,000
Custom Intent -In Market Residential Real Estate	Miami														675,000
Total Digital															3,000,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

Comprehensive Digital

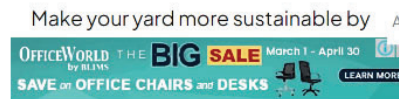
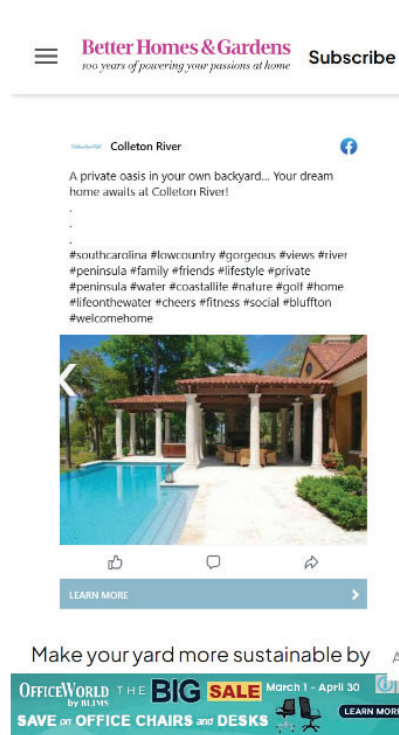
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

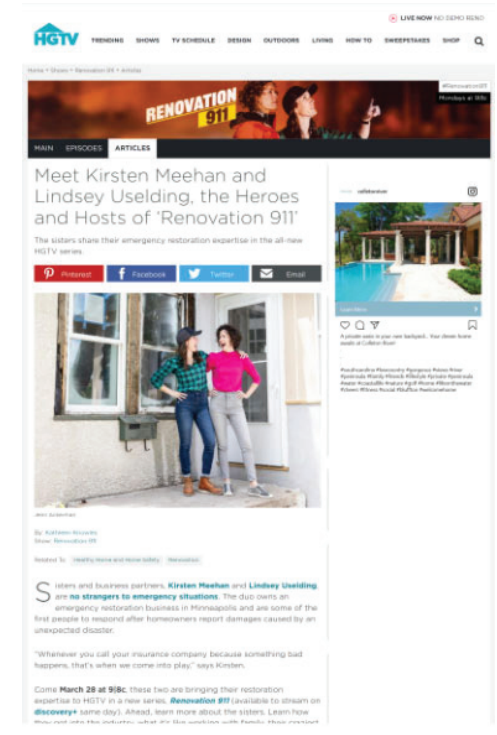
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

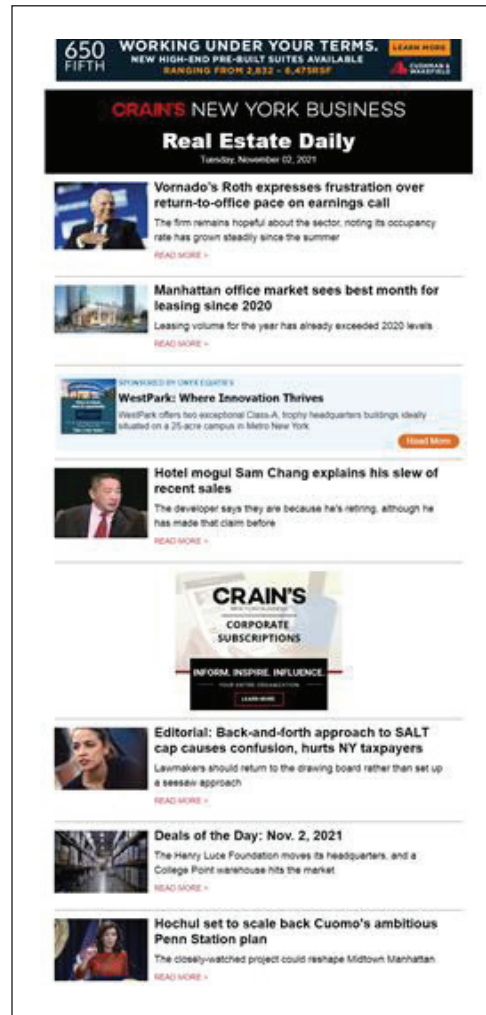
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



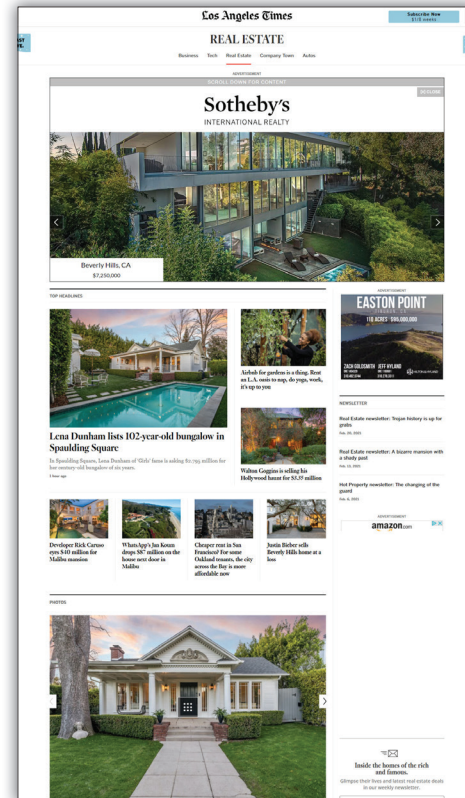
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325 MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una
Residences
BRICKELL WATERFRONT
From \$2 million
175 SE 25th Rd. Miami, FL
2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences
info@unaresidences.com

Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

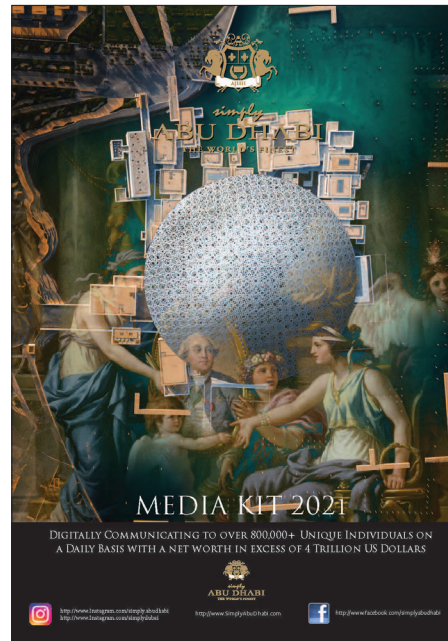
INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



The Wall Street Journal Online (WSJ.Com)

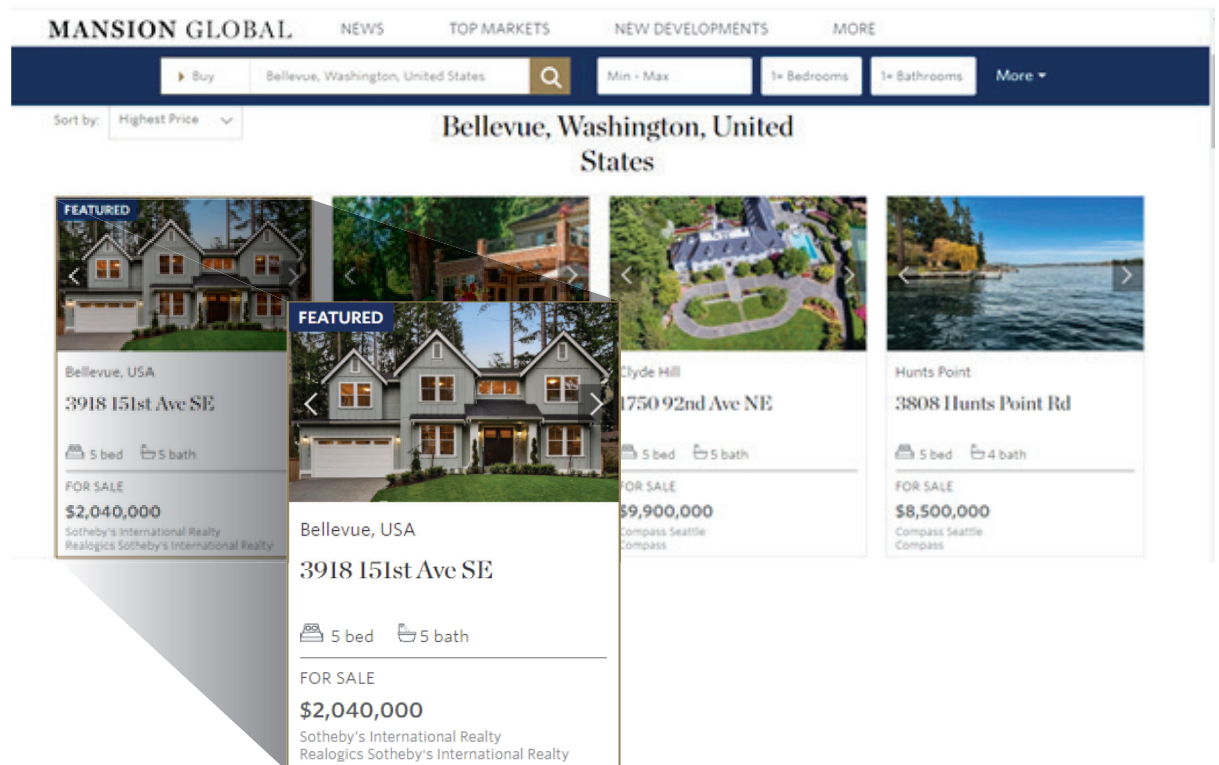
FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

Included with print placement



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3960 2012 St. Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5660 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave. Royale, Châteaufortier, QC	\$24,000,000
9. 8518 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000



Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

 Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

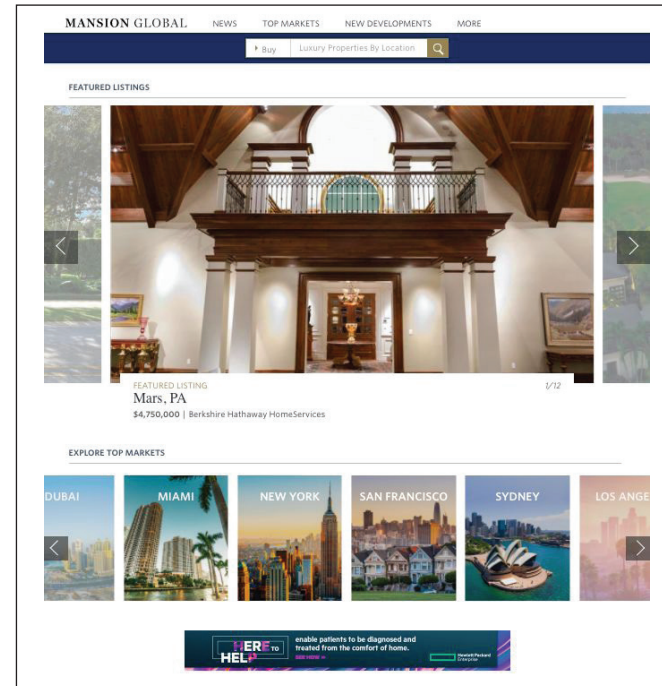
Powered by  iStock AllChances 

The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Yachts and Yachting e-Newsletter

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- Subscribers: **70,000**
- Male / Female: **78% / 22%**
- Average Age: **38**
- Frequency: **Monthly**
- Average HHI: **\$410,000**
- Average Open Rate: **22 - 25%**
- Average Click-through Rate: **2% - 8%**

PRICE: \$650

CHANGE THE WAY YOU SAIL
Get more out of your sailing experience with our displays, innovations or apps.

YACHTS & YACHTING

WINDWARD MARK EXPERT

The July issue of Yachts & Yachting is out now and is packed with practical racing advice, whether you are a club dinghy sailor or aiming for the Rolex Fastnet Race on 3 August. Olympic coach Mark Rushall's expert advice on rounding the windward mark applies to us all – although as windward marks go, the Fastnet Rock takes a bit more navigating than your average inflatable yellow triangle.

[READ MORE](#)

INNOVATION & PERFORMANCE
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www.vmgtechnology.co.uk

The performance sailing magazine

YACHTS & YACHTING

SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER

Extreme lift off
Foil racing frenzy comes to UK
PLUS Meet Ainslie's Rebels

America's Cup
Latest from Luna Rossa and wing sail insights

Learn to foil
How to get airborne

Dee Caffari
What's next?

Round the Island
SPECIAL REPORT INCLUDING
Jules Salter's winning tactics
Ben Fogle's five races in one

EXCLUSIVE
Dee Caffari
What's next?

ADVICE
Learn to foil
How to get airborne

INTERVIEW
Dee Caffari
What's next?

ESSENTIALS
Gybe-set
Get ahead at the mark

FIREBALL FOCUS
Bike head for Worlds in Canada
why is this the class to sail?

BOAT TEST: EPOH
The innovative performance
skiff for honing speed skills

EXOTIC GETAWAYS
Get set on your dream charter
holiday in tropical paradise

See BART'S BASH
help set a new world record
and fundraise for your club.



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
\$19,995,000 USD | sirbahamas.com/id/46931
Bahamas Sotheby's International Realty
GEORGE DAMIANOS
george.damianos@sirbahamas.com
+1 242.424.9699

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52 • WSJ.com • \$4.00

Fed Cuts Rates Amid Virus Fears
Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Tennessee Twisters Kill at Least 25
Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left two of thousands of residents without power.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

World-Wide
Biden method a string of Super Tuesday primary victories and Super Tuesday contests in California as the first of the new year for the Democratic presidential race.

Sotheby's INTERNATIONAL REALTY Nothing compares to what's next.

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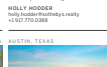
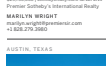




The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACKIN
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<p>CHARLOTTE, NORTH CAROLINA</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>PROVIDENCE, RHODE ISLAND</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>CHARLOTTE, SOUTH CAROLINA</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>LOS ANGELES, SOUTH CAROLINA</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>AUSTIN, TEXAS</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>
<p>HOUSTON, TEXAS</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>HOUSTON, TEXAS</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>HOUSTON, TEXAS</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>MINNEAPOLIS, UTAH</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>	<p>KANSAS, UTAH</p>  <p>1100 West Street \$11,700,000 srbahamas.com/id/46931 Bahamas Sotheby's International Realty MARLENE BLUM MARK FIELD marlene.blum@mattbernard.com mark.field@mattbernard.com +1 212.606.5083</p>

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- Circulation: **160,000**
- Distribution: **NYC Metro Area**

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




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72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000


Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.



DANIELEGALE.COM/AGENT/OFBKA-RUSSELL

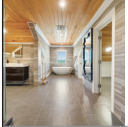
Sandbanks Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2225
260 Sandbanks Lightburn
JL@Sandbanks.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (Aka: Sandbanks sits directly on the ocean for water sports.)



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3557
eric@ericsantorino.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



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The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

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- Circulation: **150,000+**

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Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road
Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely maintained and landscaped grounds.

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably maintained lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara
Paradise Island, The Bahamas
8488 PRINCE STREET, SUITE 200
SIBahamas.com/S/PAE23

THE ANSELL GROUP
Estate Agents
+1 242 322 2200
sarah@ansellgroup.com

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Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

\$2,190 TRIPLE SPOT, COLOR
\$730 PROPERTY SPOT, COLOR

Global

EXUMA, THE BAHAMAS



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House & Home

FTWeekend

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BY ANDREW HAYES

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The home of prime property: propertylistings.com

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Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



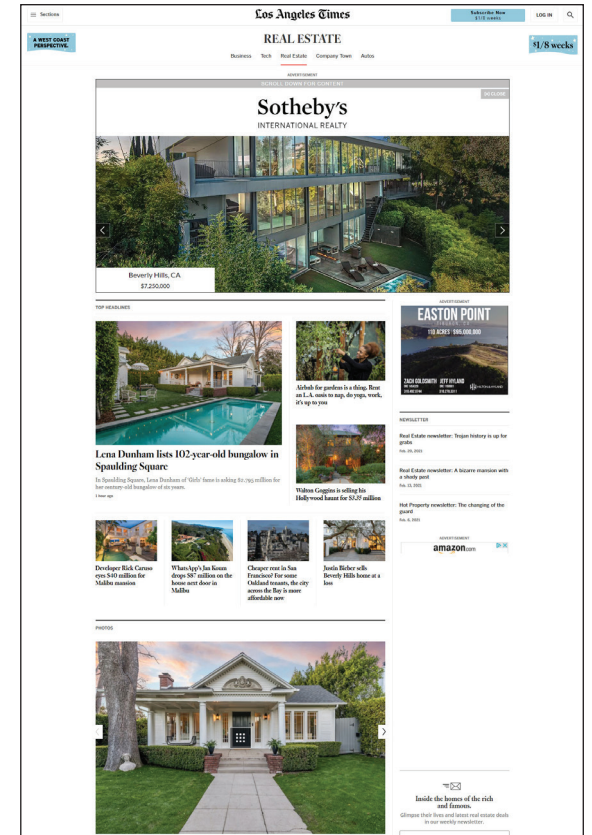
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



The Real Deal

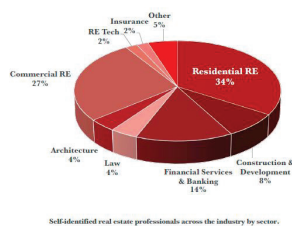
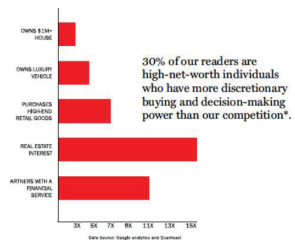
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

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Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

Based on 8 Insertions

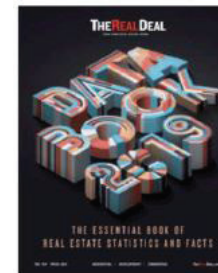
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

Circulation/
Distribution/
Reach



Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Plan 1 - All Options Media	Circulation
Sotheby's Auction House: Digital	
Email	
New York, California, Florida, Illinois, Connecticut	25,000
Digital	
Million Impressions*	
Digital Banner Program	3,000,000
Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich	
Comprehensive Digital	
Social Mirror	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
NYTimes.com	
NYTimes.com Property Module	55,603
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Mansion Global Homepage	164,000
Daily Monday-Friday	17,000
Property upgrades	
Yachting E-newsletter	
Yachts & Yachting	70,000
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	1,269,333
Property Spot - Sunday	381,268
Full page w/ Digital promotion	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Triple Property Spot	210,457
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
The Real Deal	
Full page	324,000
GRAND TOTAL	9,399,370

Circulation/ Distribution/ Reach 2023

Plan 2 Media	Circulation
Sotheby's Auction House: Digital	
Email	
New York, California, Florida, Illinois, Connecticut	25,000
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich	
Comprehensive Digital	
Social Mirror	200,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	
Yachting E-newsletter	
Yachts & Yachting	70,000
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	423,111
Property Spot - Sunday	381,268
Full page w/ Digital promotion	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
GRAND TOTAL	6,556,545

Circulation/ Distribution/ Reach 2023

Plan 3	
Media	Circulation
Sotheby's Auction House: Digital	
Email	
Sotheby's Preferred Enewsletter	7,500
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich	
Comprehensive Digital	
Social Mirror	200,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Yachting E-newsletter	
Yachts & Yachting	70,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	423,111
Property Spot - Sunday	381,268
Full page w/ Digital promotion	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
GRAND TOTAL	6,412,845

Schedule and Pricing



Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

Plan 1 - All Options

Media	Ad Description	August	September	October	November	December	Media Total
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em Email							
	Sotheby's Bespoke Geo-Targeted Em New York, California, Florida, Illinois, Connecticut		\$ 2,500.00				\$ 2,500.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00			\$ 7,350.00
Million Impressions	Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00					\$ 1,500.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00				\$ 1,000.00
LA Times							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00				\$ 3,000.00
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00				\$ 2,750.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Yachting E-newsletter							
Yachts & Yachting	Yachts & Yachting		\$ 650.00				\$ 650.00
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
The New York Times							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00			\$ 2,130.00
The New York Times	Property Spot - Sunday				\$ 710.00		\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Triple Property Spot		\$ 2,190.00				\$ 2,190.00
Financial Times	Property Spot			\$ 730.00			\$ 730.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
The Real Deal							
The Real Deal	Full page	\$ 5,000.00					\$ 5,000.00
TOTAL							\$ 48,085.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change

Proposed Media Schedule & Pricing 2023

Plan 2	Ad Description	August	September	October	November	December	Media Total
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Bespoke Geo-Targeted Em: New York, California, Florida, Illinois, Connecticut		\$ 2,500.00					\$ 2,500.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00
Million Impressions	Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00					\$ 1,500.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00				\$ 1,000.00
LA Times							
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00				\$ 2,750.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Yachting E-newsletter							
Yachts & Yachting	Yachts & Yachting		\$ 650.00				\$ 650.00
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 710.00			\$ 710.00
The New York Times	Property Spot - Sunday				\$ 710.00		\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
TOTAL							\$ 29,550.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy							
Pricing Subject to Change							

Proposed Media Schedule & Pricing 2023

Plan 3		August	September	October	November	December	Media Total
Media							
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em: Email							
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter	\$ 3,000.00					\$ 3,000.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 195.00			\$ 2,585.00
Million Impressions	Targeting - NY Metro, Chicago, LA, SF& SV, Miami, Greenwich						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00				\$ 1,000.00
LA Times							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00					\$ 1,275.00
Yachting E-newsletter							
Yachts & Yachting	Yachts & Yachting		\$ 650.00				\$ 650.00
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 710.00			\$ 710.00
The New York Times	Property Spot - Sunday				\$ 710.00		\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
TOTAL							\$ 19,485.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change